

Program C: Marketing

Unless otherwise indicated, all objectives are to be accomplished during or by the end of FY 2003-2004. Objectives may be key or supporting level. The level of the objective appears after the objective number and before the objective text.

Performance indicators are made up of two parts: name and value. The indicator name describes what is being measured. The indicator value is the numeric value or level achieved within a given measurement period. For budgeting purposes, performance indicators are shown for the prior fiscal year, the current fiscal year, and alternative funding scenarios (continuation budget level and Executive Budget recommendation level) for the ensuing fiscal year of the budget document. Performance indicators may be key, supporting, or general performance information level. Key level is indicated by a "K" in the "Level" column of the standard performance indicator table. Supporting level is indicated by an "S" in the "Level" column of the standard performance indicator table. General Performance Information indicators appear in tables labeled as General Performance Information.

DEPARTMENT ID: Wildlife and Fisheries
 AGENCY ID: 16-512 Office of the Secretary
 PROGRAM ID: Program C: Marketing

1. (KEY) To increase the total economic impact of the seafood industry on the state's economy from the 1999 base year by 1% real growth over a five-year period (1999 to 2003).

Strategic Link: This objective is an incremental step towards accomplishing Strategic Objective 1: To increase the total economic impact of the seafood industry on the state's economy from the 1996 base
Louisiana: Vision 2020 Link: Not Applicable
 Children's Cabinet Link: Not Applicable
 Other Link(s): Not Applicable

Explanatory Note:

LaPAS PI CODE	L E V E L	PERFORMANCE INDICATOR NAME	PERFORMANCE INDICATOR VALUES					
			YEAREND PERFORMANCE STANDARD FY 2001-2002	ACTUAL YEAREND PERFORMANCE FY 2001-2002	PERFORMANCE STANDARD AS INITIALLY APPROPRIATED FY 2002-2003	EXISTING PERFORMANCE STANDARD FY 2002-2003	PERFORMANCE AT CONTINUATION BUDGET LEVEL FY 2003-2004	PERFORMANCE AT EXECUTIVE BUDGET LEVEL FY 2003-2004
15160	K	Annual % real growth in economic impact to the state	Not Applicable ¹	3.7% ²	0.2%	0.2%	0.2%	0.2%
15161	K	Dollar total economic impact from commercial fishing (billions)	Not Applicable ¹	2.97 ²	2.909	2.909	3.000	3.000
15162	S	Number of product promotions, special events, and trade shows conducted or attended (any event where a seafood product is used in promotion)	25	44	12	12	20	20
15163	S	Number of visitors to the website	Not Applicable ¹	Not Applicable	5,000	5,000	30,000 ³	30,000
15164	S	Number of impressions from media campaigns	115,000,000	65,572,080	11,500,000	60,000,000	60,000,000	60,000,000

¹ Not a performance indicator in LaPAS for FY 02.

² These figures are for calendar year 2001.

³ Increase expected due to enhanced advertising for the website using search engine optimization.